

**Remarks**

Applicant and the undersigned would like to thank the Examiner for his efforts and guidance in the examination of this application, and for the telephone interview of February 12, 2004. Claims 62, 64-66, and 86-90 were rejected under 35 U.S.C. 103(a) as being unpatentable over Harrison '323 in view of Nica '825 as being obvious to one of ordinary skill in the art "to improve the aesthetic appearance of the turnstile." Claims 62, 64-66, and 86-90 remain in the case. New claims 91-93 are added by this amendment, and depend from amended Claim 87 now in independent form. No new matter is added by this amendment. Reconsideration of the claims now in the case is respectfully requested based on the above amendments and arguments herein presented.

Independent Claim 62 is directed to "an advertising method" as does amended independent Claim 87, which is directed to "a method of advertising from a turnstile arm." Respectfully, Nica '825 teaches the use of a stainless steel sheath for enhancing the aesthetic appearance of the turnstile arm (see Col 6, Lines 28-32). There is no teaching, nor suggestion, regarding advertising from the turnstile arm. The 1937 teachings of Harrison '323 direct those of skill in the art toward a specific construction of a turnstile arm (See Col. 4, Lines 12-24, by way of example). Which teachings can only be viewed as a teaching away from a use of existing turnstile arms. There is no teaching nor any suggestion to encircle a substantial portion of an arm outside surface with a sleeve and carry advertising by the sleeve, wherein the advertising covers a substantial portion of the sleeve and is positioned for viewing by the person passing through the passageway when the arm is positioned therein. Further, combining the teachings as suggested by the Examiner to can only result from the guidance provided by the Applicant. The combination of Harrison '323 and Nica '825 do not result in the claimed inventions of the Applicant.

The Examiner has stated that the evidence of success earlier presented is not persuasive. Respectfully, and to the contrary, advertising is a business matter. The acceptance of the turnstile advertising presented by the Applicant has shown a true

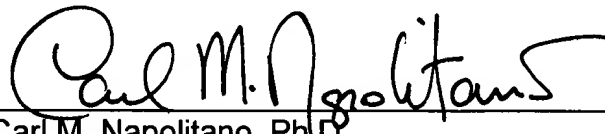
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measure of success by its acceptance alone by the advertising community. The invention is directed to advertising and in particular to advertising from a turnstile arm. No prior art has been found that exhibits the success experienced by the Applicant from such advertising medium. No one has adopted the teachings of Harrison "323. Further, any teaching regarding turnstile appear to be directed to the construction and improving of aesthetic appearance, such as illustrated by Nica "825. Yet further, the discovery of advertising from a turnstile as presented and claimed by the Applicant does not appear to have been obvious to those skilled in the art of turnstiles or the art of advertising.

Applicant respectfully submits that the above amendments place this application in a condition for allowance, and passage to issue is respectfully solicited. The Applicant and the undersigned would like to again thank the Examiner for his efforts in the examination of this application and for reconsideration of the claims as amended in light of the arguments presented. If the further prosecution of the application can be facilitated through telephone interview between the Examiner and the undersigned, the Examiner is requested to telephone the undersigned at the Examiner's convenience.

Respectfully submitted,



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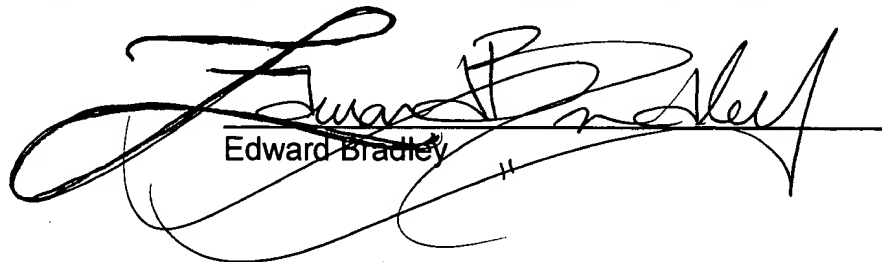
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**CERTIFICATE OF MAILING**

I hereby certify that the foregoing is being deposited with the United States Postal Service as first class mail in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, this 21st day of April, 2004.

  
Edward Bradley

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